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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO
10/057,703	01/25/2002	Mark Avnet	3600-350	9029
7590 04/05/2006			EXAMINER	
JAMES D. FORNARI			JONES III, CLYDE H	
LAW OFFICES OF JAMES D. FORNARI/VIRGIN				
CAPITAL CORP			ART UNIT	PAPER NUMBER
645 MADISON AVENUE - 13TH FLOOR			2623	
NEW YORK, NY 10022		DATE MAILED: 04/05/2006		

Please find below and/or attached an Office communication concerning this application or proceeding.

	Application No.	Applicant(s)
	10/057,703	AVNET, MARK
Office Action Summary	Examiner	Art Unit
	Clyde H. Jones III	2623
The MAILING DATE of this communication app Period for Reply	pears on the cover sheet with the c	correspondence address
A SHORTENED STATUTORY PERIOD FOR REPLY WHICHEVER IS LONGER, FROM THE MAILING D.  Extensions of time may be available under the provisions of 37 CFR 1.1 after SIX (6) MONTHS from the mailing date of this communication.  If NO period for reply is specified above, the maximum statutory period of Failure to reply within the set or extended period for reply will, by statute Any reply received by the Office later than three months after the mailing earned patent term adjustment. See 37 CFR 1.704(b).	ATE OF THIS COMMUNICATION 36(a). In no event, however, may a reply be tir will apply and will expire SIX (6) MONTHS from the, cause the application to become ABANDONE	N. nely filed the mailing date of this communication. D (35 U.S.C. § 133).
Status		
Responsive to communication(s) filed on      This action is FINAL. 2b) ☑ This      Since this application is in condition for alloware closed in accordance with the practice under E	s action is non-final.  nce except for formal matters, pro	
Disposition of Claims		
4) ☐ Claim(s) 1-5 is/are pending in the application. 4a) Of the above claim(s) is/are withdray 5) ☐ Claim(s) is/are allowed. 6) ☐ Claim(s) 1-5 is/are rejected. 7) ☐ Claim(s) is/are objected to. 8) ☐ Claim(s) are subject to restriction and/or		
Application Papers		
9) ☐ The specification is objected to by the Examine 10) ☑ The drawing(s) filed on <u>01 October 2002</u> is/are Applicant may not request that any objection to the Replacement drawing sheet(s) including the correct 11) ☐ The oath or declaration is objected to by the Example 11.	: a)⊠ accepted or b)□ objected drawing(s) be held in abeyance. Se tion is required if the drawing(s) is ob	e 37 CFR 1.85(a). ejected to. See 37 CFR 1.121(d).
Priority under 35 U.S.C. § 119		
<ul> <li>12) Acknowledgment is made of a claim for foreign a) All b) Some * c) None of:</li> <li>1. Certified copies of the priority document</li> <li>2. Certified copies of the priority document</li> <li>3. Copies of the certified copies of the priority application from the International Burea</li> <li>* See the attached detailed Office action for a list</li> </ul>	is have been received. Is have been received in Application of the second in the secon	ion No ed in this National Stage
Attachment(s)  1) Notice of References Cited (PTO-892)  2) Notice of Draftsperson's Patent Drawing Review (PTO-948)	4)  Interview Summary Paper No(s)/Mail D	ate
Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08)     Paper No(s)/Mail Date	5) Notice of Informal F 6) Other:	Patent Application (PTO-152)

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## **DETAILED ACTION**

## Claim Rejections - 35 USC § 102

1. The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless -

- (e) the invention was described in (1) an application for patent, published under section 122(b), by another filed in the United States before the invention by the applicant for patent or (2) a patent granted on an application for patent by another filed in the United States before the invention by the applicant for patent, except that an international application filed under the treaty defined in section 351(a) shall have the effects for purposes of this subsection of an application filed in the United States only if the international application designated the United States and was published under Article 21(2) of such treaty in the English language.
- 2. Claims 1-5 are rejected under 35 U.S.C. 102(e) as being anticipated by Knudson et al. (US 6,536,041 B1).

Regarding claims 1 and 4, Knudson teaches. A system (and corresponding method) for broadcast program signal application comprising:

means for monitoring a broadcast (television) signal to obtain data insertion (in-band/out-of band data) information therefrom (col. 5, lines 49-52;col. 6, lines 26-39; in which Knudson teaches a cable headend/TV distribution facility – 26, fig. 1- inserting real-time data, e.g. stock, sports score information, into a television signal; Knudson inherently discloses the headend monitoring the television signal to obtain data insertion information, because the headend monitors the incoming TV signals, e.g. from the content providers, to determine where in the signal to add the real-time data, e.g., the headend monitors incoming TV signal's VBI to insert the real-time data into it).

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means for generating a data (real-time data) stream for insertion into the broadcast signal (30 and 40 – fig. 1; col. 2, lines 44-56; col. 5, lines 53-64; col. 6, lines 19-25); and,

means for inserting the data stream into the broadcast signal in real time to generate a single output signal (broadcast link 50 – fig. 1) for broadcast transmission (col. 2, lines 44-56; col. 6, lines 26-52; col. 7, lines 21-24; col. 7, lines 64-col. 8, line 1).

Regarding claims 2 and 5, Knudson teaches means for selecting data from a data source (col. 11, lines 54-66; col. 12, lines 5-7; col. 12, lines 57-59; in which real time data has ID/key information used for selecting specific real time data, e.g., selecting only sports scores real-time data); and,

means for automatically generating the data stream for insertion into the broadcast signal (col. 8, line 58-col. 9, line 3; col. 9, lines 22-25; col. 11, lines 40-49 & fig. 8; col. 21, lines 44-58; in which the program guide maintains the real-time data and accesses/generates the real-time data automatically, i.e., essentially independently) based upon pre-established templates (EPG display real-time program listings formats – fig. 3, 6, 7 or EPG real-time ticker formats – fig. 13) comprised of decision lists to edit the data selected (preference/selected category – fig. 5 or fig. 16) (col. 8, line 49-col. 9, line 3; col. 9, lines 26-34; col. 10, lines 15-36; col. 12, lines 49-6; What's On Now list – fig. 6 or Today's Games list – fig. 8; fig. 18 – 278; fig. 19 – step 230; col. 13, lines 51-59; col. 14, lines 27-37 & 44-64; fig. 27a-c).

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Regarding claim 3, Knudson teaches character (text) generation means capable of inserting data (real-time information) from the data source into the pre-established templates (EPG listing/ticker formats) (100, 96 – fig. 3 inserts real-time text into the What's On Now EPG format 90; col. 9, lines 26-34; col. 10, lines 46-51; col. 12, lines 49-53; also real-time text information is generated in the EPG ticker format - fig. 13 & col. 13, lines 50-60; col. 14, lines 27-37; col. 14, lines 44-53 & 60-64; fig. 27a-c).

3. Any inquiry concerning this communication or earlier communications from the examiner should be directed to Clyde H. Jones III whose telephone number is 571-272-5946. The examiner can normally be reached on 9-5:30 p.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Chris Grant can be reached on 571-272-7294. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see http://pair-direct.uspto.gov. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

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CJ